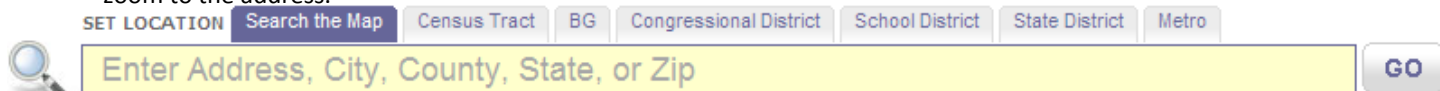


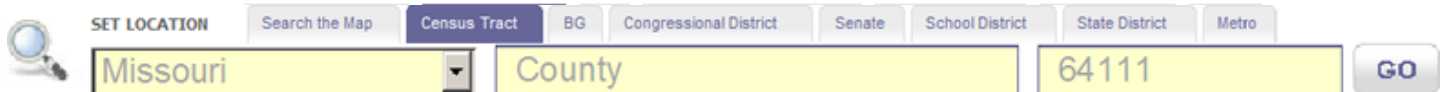
Quick Start - If you want to jump in head first and learn the details later, our Quick Start Guide will explain the basics of the Maps page.

Set Location – To start, you should specify a location. The Set Location feature allows you to quickly find and position the map to different locations. Similar to most online mapping tools, you can search for locations by an address, a type of geography (e.g. zip code, city, county, or state), census tract, congressional district, school district, state legislative boundaries, or metro areas.

1. **Search the Map** – To Search the Map, type a location in the entry box and click the Go button. If searching by a type of geography, like Kansas City, you will see the map position itself at the location you entered, with a border surrounding the geography. If more than one location in the US has the same name, the map will default to the largest populated location, and a message box will appear listing all matching locations by population. If you are searching by an address, the map will zoom to the address.



2. **Census Tract** – If you want to find a specific census tract, start by clicking the Census Tract tab. Select a state from the pull down menu, type in a county, and finally enter in the census tract number. When you are finished, click the Go button.



3. **Other Search Options** – You can also search by Congressional District, School District, State District (local state House and Senate districts), or Metro Area (CBSAs). To search by one of these categories, select its tab above the search bar, choose the state and either select from the drop down menu or enter a district name.

Tips for setting a location:

- For best results when searching by address: use a street address and zip code, use street abbreviations such as “Ave” or “St,” and remove apartment numbers.
- When searching by census tract, enter a six-digit census tract number. Truncate zeroes at the end to abbreviate. Remember you must enter the county name as well.
- If you need to look up a census tract number, search the map for the general area in which the tract is located (such as a street address or county). Under Map Options, select “census tracts” to reveal the boundaries on the map. You can view tract numbers by clicking the map to generate an info bubble.
- When searching for state House and Senate districts, select “Upper House District” to search for the state senate, and “Lower House District” for state house districts.
- When searching for a school district, select the state from the drop down box and then enter the name of the district.

Viewing the map – You can zoom in and out by double-clicking the map or using the zoom-level bar in the upper left of the map. To pan across the map, click and hold your left mouse button on the map, then drag the map within the map window.

Info bubble – Click anywhere on the map to display an info bubble for that location. Without a data layer added, the bubble will display the selected location’s block group, census tract, county, school district, and other geographic identifiers.

If you display an info bubble while a data layer is loaded, it will show the value of the data layer for the shaded area, as well as the values for the larger geographies in which it sits. The info bubble also gives you the option to create a report about the highlighted area (“Get Report”) or display all the geographies in the bubble into a table to compare (“See Table”).



Info Bubble (without data)



Info Bubble (with data)

ADD DATA LAYER

Real Estate Analysis	Neighborhood Conditions	Mortgage Originations	Education	Money & Income	Demographics	Owners & Renters	Jobs & Economy	Health	State & Local
Home Sale Data									
Annual									
Quarterly									
Values and Projections		Median Value							
Residential Homes and Buildings		less than \$60,000							
Residential Building Permits		less than \$80,000							
Rental Units		less than \$100,000							
All Units		less than \$200,000							
1 Bedroom and Studios		less than \$300,000							
2 Bedrooms		less than \$400,000							
3 or More Bedrooms		less than \$750,000							
		\$750,000 or more							
		\$1 million or more							

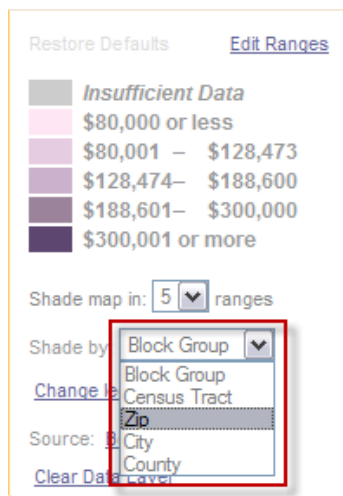
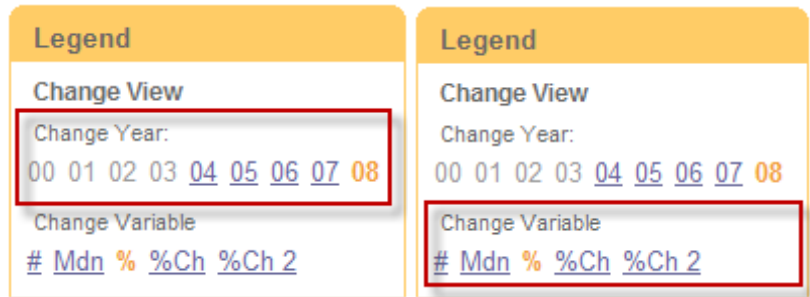
Add Data Layer – PolicyMap gives you an innovative and easy way to view data through thematic maps. To add a layer of data, just select a category from the Add Data Layer menu, drill down the menu or sub-menu and select the data layer. We have thousands of data layers to choose and you can learn more about each data layer on our website at the Our Data tab (www.policymap.com/our-data).

Maps shown are “heat” maps; shaded areas in a darker color represent the higher concentration or amount or percentage, anything in a lighter shade is the opposite of the range.

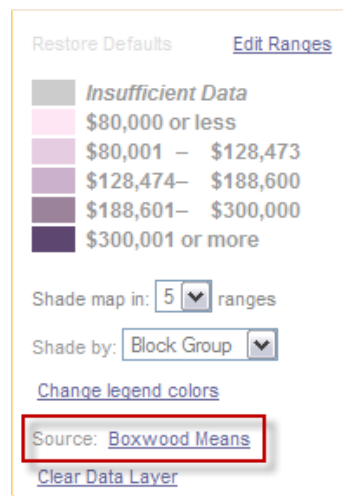
Using the Legend – When a data layer is added, the Legend will display specific information about the current data layer (e.g. Year, Variable, Range Values, etc) and the values for each color on the map. The Legend also gives you the ability to fully customize the map by changing the year, how the data is displayed, or making your own custom shaded ranges.

Changing Years and Variables – Depending on the data layer added, you can toggle between available years or quarters. Some years are only available to *subscribers* and *trial users*.

Changing the variable will change how the data is displayed on the map. You can toggle between different variables, including the number (#), median value (\$), percent (%), or even the change across years (%Ch) depending on the Data Layer displayed.



Change Shade By





Source of current data

Shade by & Source – PolicyMap displays data at different geography levels; the zoom level determines what geography the map is shaded by. For example, when looking at the nation, data is shaded by state. As you zoom in, shading might change to the county, zip code, census tract, and finally block group level - depending on the availability of the data at that geography.

The “shade by” pull down menu gives you the ability to change the geography at which the current data layer is shaded. For example, you can create maps of Jackson County by zip code or city, instead of the default shade level of census tracts.

The legend always contains the source for the data being displayed. Whenever possible, the source is presented as a live link providing you with more information about that source.

Add Sites – Add Sites allows you to view point datasets on a map like addresses. Just select one of the sets from the Add Sites menu on the left of your screen. You can view these sites by themselves or on top of a Data Layer. Click on any point to display information about that site in the info bubble. Add Sites also allows you to:

- Add multiple site datasets to you map: Simply click on each one you wish to add from the menu.
- Filter datasets: To filter, select the double arrow icon  next to the dataset name and then select a filter from the menu. The map will refresh and a subset of the dataset will now appear on the map. You can apply multiple filters to any dataset.
- You can remove any site dataset or a filter(s) by clicking the  next to the name.

Site Datasets in PolicyMap Include:

My Sites –Premium subscribers have the ability to add their own data points onto PolicyMap. These premium subscriber points are password protected and only the users listed for each subscription can see the data. Premium points can be filtered and color coded. To learn more about a Premium Subscription, visit the Subscribe page on www.policymap.com.

Subscriber-shared Sites – Share sites are datasets that the subscriber has chosen to share the data with the public. This unique ability allows an organization to easily share their data on PolicyMap’s interactive mapping application. There are six (6) categories for shared datasets: Housing and Real Estate, Investment Projects, Transportation, Health, Surveys, and Misc.

Federal Housing – Federal Housing sites contain Multi Family and Public Housing locations from HUD and USDA, Nursing Facilities from HRSA, and HUD Low Income Housing Tax Credit (LIHTC) locations.

Nonprofit Locations – *Subscribers* and *trial users* can see all nonprofit locations from the Urban Institute’s National Center for Charitable Statistics.

Hospital – Hospitals and facilities from the Health Resources and Services Administration (HRSA).

Environment –Superfund sites and Brownfield locations from the U.S. Environmental Protection Agency (EPA).

Schools and Libraries – Public, private, and charter schools as reported by GreatSchools, Inc. *Subscribers* and *trial users* can see school performance scores and basic data for each school. All public library locations from the National Center for Educational Statistics.

Supermarket Study of Low Access Areas – See where areas might have low access to fresh foods and groceries for the entire US or for the 10 metro areas in Brookings “Getting to Market” study. Subscribers can see leakage amounts, rates, and demands, and also grocery retail locations from Trade Dimensions.

Local Foreclosure Data – *Subscribers* and *trial users* have access to foreclosure filings and actions in the Chicago area and Kane county.

Bank Failures – The FDIC releases data on failures and assistance transfers of financial institutions. Users can see what banks have closed and when.



ADD SITES

My Sites

▼ Subscriber-published Sites

- Housing and Real Estate
- Investments and Projects
- Transportation
- Health
- Surveys
- Miscellaneous

Federal Housing

- ◆ HUD Multifamily Source: HUD  
- ★ HUD Public Housing Source: HUD  

Nonprofit Locations

- National Center for Charitable Statistics Nonprofit Locations Source: NCCS  

Hospitals

- 🏥 Hospitals Source: HRSA  

Environment

- 🏠 Superfund Source: US EPA 

Schools and Libraries

- 📖 Libraries Source: NCES and FREAC 

Supermarket Study of Low Access Areas

- 🛒 TRF Supermarket Study of LAA  

Local Foreclosure Data

- ★ Chicago Area Foreclosure Filings Source: RIS  

Bank Failures

- ◆ FDIC Bank Failures Source: FDIC  

Finally, when you have a map with your location, data layer, adjustments from the legend, and any sites added, you can save and print your work. All printed maps, tables, and reports will store a copy in your [My PolicyMap](#), allowing you to log into your account at any time and download a copy.

Your map will be saved to My PolicyMap.

Name: Map of Gladstone with Estimated population in 2009. (change name)

Save Cancel

Save a Map – You can save any map you create by selecting the Save option in the bar running along the bottom of the map. PolicyMap will give your map a default name or you can create your own custom name. Select “save” and your map will be saved to [My PolicyMap](#).

Print a Map – Printing gives you the option to print as a PDF for an 8x11 printout or JPEG and PNG file enabling you to insert maps to a Word document, PowerPoint, or other electronic document. PNG files have better image resolution and will be a slightly larger file size than the JPEG. Maps can be printed in portrait or landscape and will contain the map title, detailed description, and legend. Printing will also save your work to [My PolicyMap](#), and just like saving a map, you have the ability to change the name of the map.

After you select Print, the system will generate your file to download and an alert will appear when your file is ready.

The “Shading” option for printing allows you to print a map where only the outlined location on the map is shaded. You’ll see the geography of the surrounding area without the data shading. This is sometimes called “island” printing.

Your map will be emailed to you at phil.vu@trfund.com in a few minutes and will be saved to My PolicyMap.

Name: Map of Gladstone with Population in 2000. (change name)

Format: PDF
 High Resolution (PNG)
 Low Resolution (JPG)

Orientation: Landscape Portrait

Shading: Shade entire map
 Only shade selected region(s)

Print Cancel

PolicyMap Notifications [close](#)

- Your JPG (Map of Gladstone with Estimated population in 2010.) is ready and has been saved to My PolicyMap. [Click here](#) to download it.
- Your PNG (Map of Gladstone with Estimated population in 2010.) is ready and has been saved to My PolicyMap. [Click here](#) to download it.
- Your PDF (Map of Gladstone with Estimated population in 2010.) is ready and has been saved to My PolicyMap. [Click here](#) to download it.

Note: The quick start is a great way to learn the basics of PolicyMap, but we always suggest you attend an online training. Dates and times are available on our blog: <http://blog.policymap.com/?p=361>. For any questions regarding PolicyMap, please email us at info@policymap.com or call us at 1-866-923-MAPS (6277).